



August 23, 2013

Mayor James Righeimer; and,
Members of the City Council
CITY OF COSTA MESA
77 Fair Drive
Costa Mesa, CA 92628-1200

Subject: Mesa West Bluffs- Urban Plan Screening
The "Brickyard" 2075 Placentia Avenue
Single Family Live-Work Homes

Honorable Mayor and Council Members:

Preface Group is proud to submit our request for an "urban plan processing screening" to create a new live-work community on Placentia Avenue. Our proposal is to construct a single family detached, residential live-work tract of homes along the west side of Placentia Avenue just south of Victoria Street. At present, the property is an automobile dismantling and parts storage yard which detracts from surrounding properties and does not implement your General Plan's vision. Instead we propose 14 new single family detached "ownership" homes with double car garages, attractive architecture, an abundance of onsite parking and a substantial recreation amenity.

For the last several decades the property has been used to store salvaged automobiles, parts, and debris which are incompatible with residences to the west, and greatly hinders the City's efforts to improve the Placentia Avenue corridor as envisioned in the Mesa West Bluffs Urban Plan. The "Plan" was adopted as an incentive tool to encourage private redevelopment to remove deteriorated, unsightly, and incompatible uses in the West Side.

Preface Group is acquiring this property which abuts a Public Storage warehouse facility on the south and a strip industrial building on the north. While every effort has been made to purchase both adjoining properties, neither is available and owners have adamantly stated they will not sell.

Leaving this single parcel to be "redeveloped" is a considerable task and both economically and physically challenging. However, responding to community needs, Preface Group is proposing medium density at approximately 15 units per acre. Not attached condominiums or townhomes, but completely detached, fee simple ownership lots sharing a commonly owned driveway, open parking, and recreation area.

This unique opportunity has generated "many" concept alternative building types, but ultimately multi-family rental was discarded in favor of a live-work design with dedicated ground floor

professional office. This unique design of architecture reflecting business and industrial elements, would provide a cutting edge business appearance for entrepreneurs who work from home, do not desire the chore of yard landscape maintenance and prefer the beach proximity to the south on Placentia Avenue. As such, there is a significant demand for this type of new ownership housing with three bedrooms, three bathrooms, roof recreation deck, dedicated home office, and approximately 1900 sf of living area.

The property is physically constrained due to its extraordinary depth to width ratio. There are several properties with similar dimensions along Placentia Avenue, but this one is isolated and cannot be merged with any adjoining property. As such, several site plans have been prepared to satisfy zoning regulations and Costa Mesa Fire Department access policies. In this submittal concept, the westerly most homes have been condensed forward towards Placentia Avenue, leaving the furthest end of the property as open parking and recreation space. Additionally, the common driveway is a full 28 feet wide fire lane to still allow bi-directional traffic flow.

Preface Group hereby submits our proposal for an extraordinary make-over of the property from auto dismantling to new single family homes. Our proposal fully meets the intent and goals of the Urban Plan and General Plan, provides fresh new housing with in-home employment opportunities, and does so without "any" request for deviations or density bonus. Our design is a first-rate plan for an urban live-work product that can be a model for in-fill housing on the Westside.

We look forward to working with City Staff and the Planning Commission, and encourage City Council to support our application for processing development plans.

Thank you for your consideration and support of our project.

Sincerely,



Bryan G. Coggins
Managing Principal